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Rethinking Technology Support to Become a More Strategic Institution

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Agenda

• Setting the Stage – today’s expectation of students and faculty

• Hear from Cowley College
  – Mission
  – Our Challenges
  – Partnerships and Solutions
  – The bottom line – results

• Blackboard’s Help Desk Services
  – Demo

• QA
Students Are Consumers

- Tech savvy and mobile
- Seek course and degree options
- Attentive to skills and competencies
- Value and outcomes focused
Engagement Apps

- Snapchat
- Periscope
- Twitter
- Instagram
- Facebook
- Tumblr
- Yik Yak

Text:
Yik Yak
I love this school and all, but I wish the administration would remember that we pay them, and that we're the consumers. Tired of being blown off trying to get help with various things.
New media and technologies...

Leave leadership exposed
Increased expectations and demand doesn’t always mean increased resources, so the Institutional workload pays the price.
Old Service Model

Student

Systems Support

Student Affairs

Financial Affairs

Registrar

Student Accounts

Advising

Admissions

Financial Aid

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Hear from Cowley College

Mission
Challenges
Partnerships
Solutions
Bottom line - results
Where is Cowley College?
Agenda

• Cowley College and Area Vocational School is committed to learning excellence and personal enrichment in an open access environment.

From a student and instructional support perspective, for us this means:

• We strive to provide accessible curricula in an environment that promotes individual growth and personal enrichment.

• We commit to facilitating academic growth and the development of technical comprehension and efficacy.
Operational Challenges before 24/7/365 Support

- Increasing number of online student across multiple time zones needed after hours/weekend support
- Staff/Resources used to address what should be minor issues = less time to devote to development and training needed, which impacted overall operational efficiency and staff productivity.

Students

- Unresolved tickets
- 100 voicemails per hour
- Long hold time
- Student dissatisfaction
- Back-log of emails

Faculty

- 200+ to 3
- Lack of consistency in response time and content
- Faculty unsure of who to contact and what type of issues
- Faculty very dependent on online/IT
They Proposed....We Accepted

• Partnership to provide academic technology support

• Blackboard’s approach includes:
  – **People**: augment existing staff with well trained, professional advisors
    – Tier 1
    – Tier 2
  – **Technology**: ticketing knowledge base and self-service
  – **Data**: metrics to drive decision making

• Partner with Cowley College to deliver world-class service to our students, faculty and staff
Cowley relies on Blackboard’s team of advisors and Help Desk Solutions to provide:

- **Live student AND faculty support** of Blackboard Learn available 24/7/365, delivered by highly trained, knowledgeable CRSs’

- **Multi-channel support options** for students including phone, email, chat and web

- **Self-Service technologies** including password resets (new)

- **Student self-help portal** with access to knowledge base articles highlighting FAQ’s

- **Business Intelligence reporting** to deliver timely insight into problem areas and key metrics to enable continuous operational improvements
Demo of the Solution
Custom Self-Help Portal

How can we help?

- Student and Faculty Support by Topic
- Reset your Password
- Faculty - Schedule an Appointment

Contact us

- 1-866-940-0083
- Chat
- 24/7 Support

Top Help Topics

- Cowley College Registration Information
- Access Issues: Clear your browser’s cookies
- Access Issues: Clear your cache
- Logging in: I Forgot my Password
- Chat: Browsers that Support Chat
- G+ Mall: Supported Browsers and Other Requirements
- ‘Connection to Server’ error
- Account Information: Changing Your Gmail Password
- Learn any Social Access to Learning

Get support by topic

- Blackboard
- General
- Email
- Campus Connect

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Faculty Scheduling
Responsive Design
Blackboard Support Ninjas
Blackboard SmartView™ Platform

› Scalable 24/7/365 solution
› Virtual one-stop-shop
› Rapid integration of institutional data
› Multi-modal service delivery
› Proactive self-guided help
› Extensive knowledge base
› Faster, more accurate service

Technology & People Solutions

Self-Help

Institutional Data Systems

LMS
SIS
CRM

Insights & Analytics

Data Integration

Students & Faculty

Advisors

Advisor Desktop

Service Desk
Blackboard Student Services Experience

- Millions of students served
- 1,000+ advisors
- 6 million interactions per year
- 90+% satisfaction rate
- 500+ clients
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